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# USDA Inside USDA Information

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## INSIDE "INSIDE..."

Ag communication project discussions...MTN activities...paper crunch continues...more on science workshop...announcements and honors...and recruiting notices. These, and maybe more, take up space in this week's "Inside Information."

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**STILL NO PAPER RELIEF** Nobody is willing to predict a let-up on the paper crunch. At least, the Government Printing Office won't. GPO says the continued difficulty in obtaining needed paper supplies remains the single biggest cause for delinquent deliveries.

*Keserre*  
Widespread strikes throughout the pulp and paper industry have pinched supplies and pushed prices up. Some 133 mills, employing nearly 55,000 people, are bargaining for new contracts. As a result of this, GPO expects conditions may not improve and actually could deteriorate.

What to do? As suggested several weeks ago, GPO says order early. Give a range in paper weights you could use for a given job. Avoid the very scarce carbonless and colored papers. And substitute colored ink or a colored stripe on a form rather than specifying colored stock.

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**READY FOR YOUR SHARE?** In a more positive note, GPO recently announced that the four volumes comprising the U.S. Budget for fiscal 80 were, for the first time, electronically photocomposed. The conversion saved about \$400,000. (We'll take our share any time.)

Electronic photocomposition probably is here to stay, too. GPO also noted that overall production in that manner increased 55 percent in the past year.

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## RONEY TO COORDINATE

Jack Roney will be coordinator of this year's National Food and Agricultural Outlook Conference. It's the 56th annual and is slated for the week of November 5. Jack is with WFAOSB...that's the World Food and Agricultural Outlook and Situation Board. Around here, we call it simply the "World Board."

As best we can tell, this will be the first time ever...or at least in a long time...that an information person has been coordinator of the Outlook Conference.

The conference has been expanding. Last year's attracted about 1,000 and got broadest press coverage ever.

\* \* \*

TRADE NEGOTIATIONS  
TO BE EXPLAINED

MTN (Multilateral Trade Negotiations), conducted in Geneva, have been in the news a bit lately...probably making some of us wonder what's going on. After months of debate, there has been a meeting of minds internationally and now individual national governments are to finalize matters.

USDA is cranking up an information program aimed at spelling out the complex trade issues involved. Heart of the program will be a detailing of the impact the new agreement will have on our agricultural community specifically and the public generally.

\* \* \*

MORE ON STRUCTURES... Part of the discussions about agricultural structures relates to trends. They vary from internally oriented factors to ones from outside the farm sector, such as policies on transportation, energy, taxes; rates of inflation, interest, and exchanges for the dollar; labor policy, regulatory policy; and activities in research and development outside agriculture.

When a dialogue gets going, folks will come to some understanding and acceptance of some of those trend factors. Then the questions will come...such as...if we can establish that there are few or no further economic efficiency gains for benefit of the public by designing policies which encourage further concentration of agricultural production, is there a rationale for continuing that approach to policies?

Or, do we as a nation support another vision which encourages, or at least allows, a diverse group of farmers to participate in the agricultural economy...and to remain on working farms in rural areas?

If we do want such a policy, what are the most important areas in which to initiate changes?

Yep...that's sorta heavy. But again, we predict that you will be seeing more and more of it in time.

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WHAT'S AN NPAC?

Some years back...maybe we should just say "once upon a time"...there was a program called the National Project in Agricultural Communications (NPAC). It stirred up most of the states and USDA plus a few of the media and other countries with ideas about training, comm. research, and strategy approaches. Some popular concepts began to get common usage, like "diffusion," "social action," and "communication process."

Now--after a couple of years--ideas are beginning to jell for a similar project. Discussions and planning have been spearheaded by Bob Kern, Iowa State; Harold Swanson, Minn.; Dan Lutz, Neb.; Ralph Reeder, Purdue; Earl McMunn, Ohio; Don Nelson, SEA-Ext; and Mason Miller, SEA-CR. All were in town last week sorting out plans for developing an NPAC II.

While taking a fresh look at its task, the group came up with a stage-by-stage approach...and got support from GPA's Jim Webster, who agreed to finance someone here on a temporary assignment of 4-6 months to do the Stage I work for them.

That means the temporary person will help the group on Stage I to define and write more exactly the proposal communicators want funded from a foundation...or anyone; help the group identify sources of potential funding (Kellogg Foundation funded the original NPAC); and outline with the group the strategy and tactics needed to get involvement of all the various groups that might have a say in or could support such a proposal.

With USDA support for this Stage I, the group then will be seeking funding for Stage II--to discover and evaluate the latest in knowledge and skills and theory needed by today's communication workers and where and how to get them and from whom.

Stage III would be to seek funding for the actual activities to bring all this to the rest of us as training, publications, or whatever else is needed.

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Here's a bit more on that national agricultural science information conference "Inside..." announced a couple of weeks ago.

It's to be a conference concerned with science communication, what research tells us about science communication and how to improve communicating research findings to those who ultimately can apply and use the knowledge.

Participants (the primary ones) will be persons dealing with communication of agricultural and forestry scientific results to lay audiences for the land-grant universities and USDA--whether they are in experiment stations or extension services. Also, agricultural and forestry research scientists and research administrators interested in the diffusion of scientific information to lay audiences are encouraged to attend. Beyond that, as space permits, anyone with interest in this field is welcome.

In addition to the regular conference (Oct. 22-25), there will be a special workshop for land-grant university and USDA science writers only the afternoon of Oct. 25 and morning of Oct. 26.

More later....

\* \* \*

BREAK THE BARRIERS  
D.C. ACE members and GPA are joining again this year in holding a public affairs workshop May 10-11. Theme will be "Breaking the Barriers to Communication."

A keynote barrier-breaker is Hal W. Hepler, assoc. professor of business communication at Mich. State. Most of the rest of the program features folks from within USDA.

The meeting has a registration fee of \$15 per person and begins at 8:30 a.m. at the National 4-H Center, continuing until noon May 11.

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ORCHIDS TO LARRY

Larry Quinn, GPA television head, has been named one of four Oklahoma 4-H alumni to be honored during that state's 1979 4-H Roundup. We bow low, Larry.

\* \* \*

WASH. STATE LOOKING...Hugh Cameron, Wash. State, writes that he's hunting for a publications editor with a Master's degree. The person he hires will do some writing too.

If interested, send resume and samples to Hugh before July 1--College of Agriculture, Pullman, Washington 99164. Or call Hugh at (509) 335-2511.

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AND SO IS WORLD BOARD The World Board is looking for a GS-9 or 11 public information specialist. Duties will be broad...speechwriting, press releases, fact sheets on topics that will range from food prices and inflation to farm programs and world hunger. Preferred is someone with some journalism background and a familiarity with agriculture.

Candidates should call Jack Roney (202) 447-5447 before May 14.

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NEVER SAY YOU HAD  
NO CHANCE

The Joint Committee on Printing of the Congress (JCP) has invited "constructive suggestions or amendments" to a planned revision of the "Government Printing and Binding Regulations, No. 24." (That's the last word on how federal printing shall be done.)

If your agency has suggestions, send them by May 18 to Claude Gifford, GPA. He will consolidate all comments and forward them to JCP for one departmental paper.

As has been the practice in the past, whenever revisions to the regs are contemplated, JCP holds a conference where there can be discussion, review and analysis of any substantive changes submitted for consideration. (Yeah, that's what they say!)

\* \* \*

Calif., 89; Texas, 89; New York, 81; Penn., 67; Tenn., 61; Ill., 59; Indiana, 55; Missouri, 54...no, we're not reeling off election returns or basketball scores. Those are the number of radio stations in various states who receive material from GPA's Radio-TV Division, according to Layne Beaty.

Total stations served for the country add up to 1,654. That figure does not include 28 radio networks--each serving from 5 to 150 additional stations.

If you want the figures for your state, write Layne.

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